

WHAT IS CLAIMED IS:

- 1 1. A network based marketing system allowing a service provider to obtain new and
2 repeat clients, the system configured to communicate a personalized promotion,
3 the system comprising:
4 a database containing a plurality of client profiles, wherein each profile
5 includes a network contact address for the respective client;
6 a network interface configured to receive a promotion from a service
7 provider;
8 a merge module configured to combine the promotion with each of the
9 respective plurality of client profiles to create a plurality of personalized
10 promotions; and
11 a communication module configured to send each personalized promotion
12 to each respective client at the network contact address for the respective client.
- 1 2. The system of claim 1, further comprising a remote access interface configured to
2 allow a new client to add a profile to the database.
- 1 3. The system of claim 2, wherein the remote access interface is further configured
2 to allow the service provider to add, update, and delete profiles in the database.
- 1 4. The system of claim 3, wherein the remote access interface is further configured
2 to receive additions, updates, and deletions from the service provider via a web
3 browser.
- 1 5. The system of claim 4, wherein the remote access interface requires authorization
2 from the service provider prior to accepting additions, updates, and deletions.
- 1 6. The system of claim 1, wherein the network interface is further configured to
2 receive the promotion via a web browser.

- 1 7. The system of claim 1, wherein the network interface is configured to receive a set
2 of criteria defining a client profile, the merge module further comprising:
3 a filter module configured to filter the database of client profiles based on
4 the set of criteria provided by the service provider to create a subset of profiles
5 targeted for receipt of the promotion.
- 1 8. The system of claim 7, wherein the merge module further comprises:
2 a combine module configured to customize the promotion for each client
3 profile in the subset of profiles to create a plurality of personalized promotions.
- 1 9. The system of claim 8, wherein the network interface is further configured to
2 receive a date on which the personalized promotions are to be sent.
- 1 10. The system of claim 1, wherein the promotion includes a reference to additional
2 network based information regarding the promotion.
- 1 11. The system of claim 1, wherein the promotion comprises text, graphics, audio,
2 and video.
- 1 12. The system of claim 1, wherein the communication module requires an
2 authorization from the service provider prior to sending the personalized
3 promotions.
- 1 13. The system of claim 1, further comprising a scheduling module configured to
2 manage a calendar of events for the service provider.
- 1 14. The system of claim 13, wherein the scheduling module is further configured to
2 schedule new appointments.
- 1 15. The system of claim 14, wherein the scheduling module is further configured to
2 cancel existing appointments.

- 1 16. The system of claim 15, wherein the personalized promotion includes a reference
2 providing access to the scheduling module.
- 1 17. The system of claim 16 wherein the scheduling module is further configured to
2 send a personalized message to a client based on information stored in the client
3 profile.
- 1 18. The system of claim 17 wherein the personalized message comprises a holiday
2 greeting, a birthday message, an anniversary message, an appointment reminder,
3 and a prescription reminder.
- 1 19. The system of claim 1, further comprising a reporting module configured to
2 generate a plurality of reports containing information regarding a personalized
3 promotion.
- 1 20. The system of claim 1, further comprising a billing module configured to
2 calculate a total cost for sending the personalized promotions.
- 1 21. A computer system including a microprocessor, a persistent storage area
2 containing network contact information for a plurality of clients, a volatile storage
3 area, and a communication means, the computer system configured to
4 communicate a personalized promotion to a client, the computer system further
5 including an execution area configured to receive a promotion, personalize the
6 promotion for each respective client, and send the personalized promotion, via the
7 communication means, to each client at the respective network contact.

1 22. A method for conducting network based marketing, the method comprising:
2 receiving a set of criteria from a service provider, the set of criteria
3 describing the characteristics of a desired client profile;
4 filtering a database containing a plurality of client profiles to determine a
5 group of targeted client profiles meeting the set of criteria;
6 receiving a promotion from the service provider;
7 sending the promotion to each client in the group of targeted client
8 profiles, wherein the promotion is sent electronically;
9 calculating a total number of promotions sent; and
10 determining a total cost for sending the promotions, wherein the total cost
11 is based on the total number of promotions sent.

1 23. The method of claim 22, further comprising:
2 defining a plurality of tiers, wherein each tier encompasses a non-
3 overlapping range;
4 establishing a unit price for each tier;
5 calculating a total number of promotions sent; and
6 determining a total cost for sending the promotions, wherein the total cost
7 is based on the total number of promotions sent in each respective tier and the unit
8 price for each respective tier.

1 24. The method of claim 22, further comprising:
2 personalizing the promotion for each client in the group of targeted client
3 profiles.

1 25. The method of claim 24, further comprising:
2 receiving a date on which the promotions are to be sent to the group of
3 targeted client profiles.

1 26. The method of claim 22, further comprising:

2 providing a reference to additional information within the promotion.

1 27. The method of claim 22, further comprising:

2 generating a report for the service provider containing summary
3 information regarding a promotion.

1 28. The method of claim 22, further comprising:

2 providing network based access to the database for a new client; and
3 receiving a new client profile from the new client.

1 29. The method of claim 28, further comprising:

2 providing network based access to the database for the service provider;
3 requiring authorization from the service provider to access the database;
4 and
5 receiving additions, updates, and deletions from the service provider.

1 30. A method for conducting network based marketing, comprising:

2 searching a database containing a plurality of client profiles for an event
3 pertaining to a client;
4 composing a personalized message to the client pertaining to the event;
5 and
6 sending the personalized message to the client via a network.